

16U558

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Name:

Reg. No.....

FIFTH SEMESTER B.A./B.Sc./B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2018

(CUCBCSS-UG)

CC15U FEN5 D03 - ADVERTISING: THEORY AND PRACTICE

(Functional English - Open Course)

(2015-Admission onwards)

Time: Two Hours

Maximum: 40 Marks

I. Answer the following questions: Each question carries $\frac{1}{2}$ a mark.

1. Which among the following is the Advertising and Publicity agency of the central government?
(PIB, DAVP, I &B)
2. Use of celebrities to promote a product or service is described as -----
(Signing, Billing, Endorsement)
3. Print ad that gives information in a dry matter of fact manner is called -----
(Professional Ads, Classified Ads, Institutional Ads)
4. Music commercial or Promo is also called -----.
(Jingle, Jargon, Jazz)
5. The monitoring body of advertising in India is -----.
(ASCI, AAI, PCI)
6. The ad that promotes a company rather than a product or service is called -----.
(Consumer Ad, Institutional Ad, Classified Ad)

(6 x $\frac{1}{2}$ = 3 Marks)

II. Answer any *five* questions. Each question carries 2 marks.

7. Public Service Ad.
8. Graffiti.
9. Typography.
10. Slogan.
11. Animation.
12. Transit ad.

(5 x 2 = 10 Marks)

III. Answer any *three* questions. Each question carries 5 marks.

13. Trademark.
14. New media ad.
15. Basic principles of designing.
16. Ad agency.

(3 x 5 = 15 Marks)

IV. Answer any *one* question. Each question carries 12 marks.

17. Origin and growth of advertising.

18. Qualities of a good copy writer.

(1 x 12 = 12 Marks)
